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1914

# SILVER ANNIVERSARY

1939

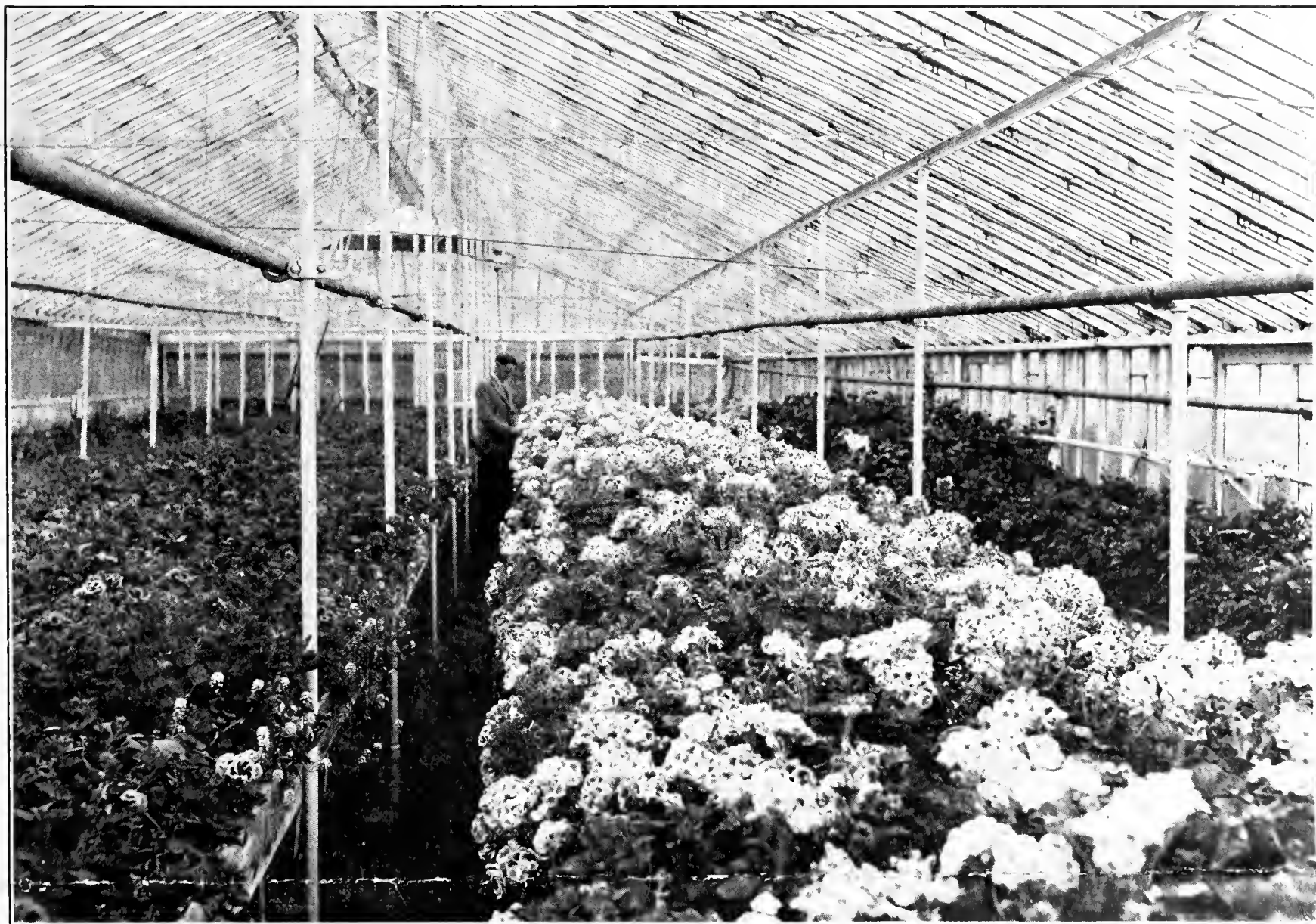
## PELARGONIUMS

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U. S. Department of Agriculture



SPRINGTIME

**R. M. HENLEY**

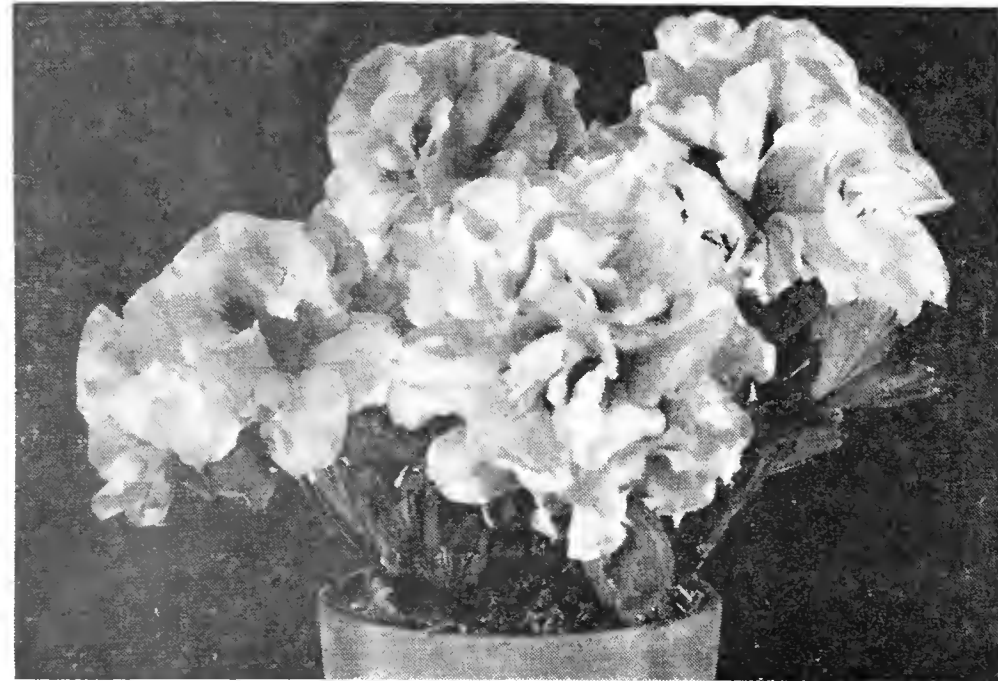
**PELARGONIUM SPECIALIST**

HARTFORD CITY · INDIANA

**WHOLESALE PRICE LIST**







AZALEA

## STANDARD VARIETIES

**AZALEA.** Rosy red. Free bloomer and very large flowers and clusters. Two upper petals darker with blotches, lower petals lighter colored. Strong grower and very popular.

**SUE JARRETT** (1935) — Salmon pink with unusual markings. Largest flowers of any variety. Early bloomer.

**EARLIANA** (1937) — Resembles Mrs. Loyal. Flowers are orchid, variegated, purple and violet. Very early bloomer.

**EDITH NORTH** — Color salmon pink, shaded deeper on upper petals, blotches dark brown. It is a very vigorous grower, holding its trusses of flowers well above the foliage.

**ORCHID EDITH NORTH** (1935) — Orchid pink sport of Edith North. Darker blotches on the two upper petals. Strong, upright healthy grower and an early bloomer.

**SPRINGTIME** — Flowers daintily ruffled. Distinctive bright pink color with throat of the flower almost pure white. Very long period of bloom, beginning in April.

**EASTER GREETING** — Flowers a bright red, each petal marked with a large black blotch. Variety remarkable because of its long blooming season, beginning in March.

**LUCY BECKER** — Sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink. A very free bloomer and a grand variety.

**WURTEMBERGIA** — A sport of Easter Greeting. Much deeper red than its parent. A tall grower.



MARIE VOGEL

Since our purchase of the original greenhouse plant in 1914, it has remained under the same ownership and management. The former owner began growing pelargoniums in 1912, and we have continued and further developed this specialization. On this, our Silver Anniversary, we want to thank our many customers for their continued patronage year after year.

We have been growing pelargoniums in quantity for wholesale trade for 25 years. With ten houses devoted exclusively to pelargoniums, we are the largest growers of this plant in America. Our stock is arranged so that propagation is continuous throughout the year. Each year old varieties are discarded and superseded by newer and better kinds. As plants propagated from greenhouse stock are superior to those taken from field grown plants, all our stock is grown in the greenhouse. These plants are perfectly free of white fly and are especially selected for blooming qualities and freedom from disease.

No expense is spared to have our stock healthy and free of fungous diseases since we realize that clean stock is important to our customers. All plants are strong, well rooted, and free of other insects as well as white fly.

Some varieties of pelargoniums begin blooming early in March and others in April and continue through April, May, June and later. They are one of the leading blooming plants for Easter, Mothers' Day and Memorial Day sales.

Many of the better varieties originated with Carl Faiss in Germany and Richard Diener in California. Growing some of their recent varieties and other new American sorts is strongly advised. Many of these are superior to and are replacing several of the older varieties.



FAISS' TRIUMPH

**SWABIAN MAID** — Fine sport of Easter Greeting with salmon flowers of large size, strikingly set off by black blotches at the base of each petal.

**BEAUTIFUL** — Pink sport of Easter Greeting.

**GERMAN GLORY** — Large clusters of amaranth pink flowers. Robust growth and a splendidly shaped plant.

**GARDENER'S JOY** — White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Same as "Mother".

**LAVENDER QUEEN** — Beautiful lavender color with large head of bloom. Long flowering period.

**PRIDE OF QUEDLINBURG** — Color shades from a light to a dark salmon pink. Large flowers.

**LAVENDER QUEDLINBURG** (1937) — Orchid sport of Pride of Quedlinburg.

**MRS. LAYAL** — True pansy pelargonium. Coloring is white, dark purple, black, etc. Begins blooming early in March. One of the best early varieties.

**CHICAGO MARKET** — Large bluish pink flowers with deeper color in throat. Dwarf habit. Veinings in all petals.

**DIENER'S GIANT** — Deep pink and rich color. Large flower. Excellent variety.

**PINK GARDENER'S JOY** — (West Los Angeles Nursery) Salmon pink with dark eyes. Early bloomer and an excellent variety.

**BERTHA WAGNER** — Large pansy type. Rose pink. Lovely early variety.

**ETHELYN** — Pansy type. Rich salmon rose. Early bloomer. Very good.

**EDITH CAVELL** — Striking color, white with maroon eyes. Large flower. Free early bloomer.

## RICHARD DIENER'S VARIETIES

We are listing the twelve best varieties but can supply the other six at the same price. Several are excellent improvements over older varieties.

**SANTA MONICA** — Light rose pink with carmine blotches. Very large flowers. Early variety.

**RUTH W. McAFEE** — Beautiful salmon color. Large flowers. Early with a very long period of bloom.

**BEVERLY HILLS** — Amaranth pink. An improved German Glory with larger and better flower. Early bloomer and good grower.

**MRS. MARY BARD** — Pure white with light pink veinings.

**GIANT VENUS** — Salmon. Early blooming. Similar to Swabian Maid but richer color and larger flowers.

**GLENDALE** — Medium rose with blotches. Early and strong grower. Resembles Easter Greeting but with larger flowers and clusters.

**SAN DIEGO** — Purple. Early and free bloomer.

**VERA N. WATT** — Light salmon pink, large flowers. Early variety. Good bloomer.

**MRS. F. BACHLER** (1937) — Deep rose-red. Similar to Easter Greeting except better shape and darker, richer color. Best of Diener's varieties.

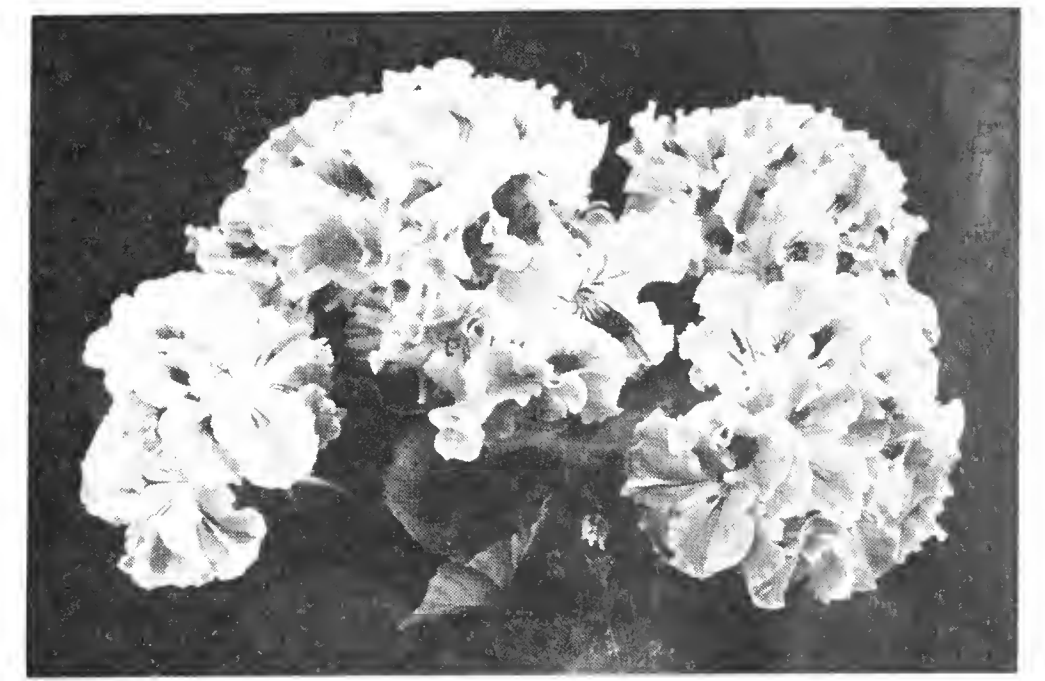
**THERESE** (1937) — Light mallow-purple. Large flowers.

**ELENORE ROBER** (1938) — Begonia rose. Large flower and very showy.

**LOIS MACKAY** (1938) — Tyrian pink. Small flower and splendid grower.



MACKENSEN



SALMON SPRINGTIME

## RECENT VARIETIES FROM CARL FAISS, GERMANY

**MARIE VOGEL** — Red, shaded with salmon, with dark blotches on upper petals. Upright grower. Flowers very large, slightly waved. Free bloomer. Long period of bloom and very early. One of the best.

**GROSSMAMA FISCHER** — Rich, clear salmon color. Large ruffled flowers with dark blotches. Vigorous, upright grower. Early bloomer.

**FAISS' TRIUMPH** — Light rose pink with white throat. Extra large crimped flowers and compact grower. Beautiful color and very early, beginning to bloom in March.

**KARMINKOENIGIN** — Cerise or carmine red with dark blotches. Dwarf, compact habit with heavy foliage. Blooms large and slightly ruffled. Excellent early variety.

**MACKENSEN** — Color of flower a fiery rose pink with immense clusters and very pure color without blotches. Upright grower and a very beautiful early blooming variety.

**FRUEHLINGSZAUBER** — Flowers white with shell pink tint. Dark blotches. Large flowers.

**NEUEHEIT C. FAISS** — Heliotrope violet with deep purple blotches. Free bloomer.

**ONKEL RICHTER** — Nearly pure white. Dwarf grower. Early variety with long period of bloom and very large flowers. The best white.

**OTOKAR SAMOHRD** — Rose pink, shading to salmon. Ruffled flowers and strong dwarf grower.



GROSSMAMA FISCHER



KARMINKOENIGIN

## NEW PELARGONIUMS

**SALMON SPRINGTIME** (1938) — Sport of Springtime. Color is a beautiful salmon rose pink, much darker than its parent. Foliage and growth are very similar but has a much more striking color. Excellent early variety.

**IDA HENLEY** (1938) — Velvety Maroon sport of Easter Greeting. Color is uniform on each petal with a warm rose tint on the outer edge and deep salmon maroon in the center. Very early with a long period of bloom.

**MAY QUEEN** (1938) — Beautiful orchid color with rich maroon upper petals. Very large blooms on long stems, beginning in May.

**RUTH ELEANOR** (1938) — Rose pink with large ruffled flowers. Beautiful variety.

**MAID MARIAN** (1938) — Salmon pink with carmine blotches. Dwarf grower.

**FLORA BELLE CLOUSE** (Great Lakes Nursery) (1939) — Beautiful shade of pink. Very large flowers. Long period of bloom.

**SUNSET MAGAZINE** (Great Lakes Nursery) (1939) — Sport of Sue Jarrett. Color: shades of pink. Large flowers.





## PRICE LIST

Prices in effect during spring and summer 1939. Watch classified columns in trade papers for any change thereafter. These prices average 20 per cent lower than a year ago.

Azalea	Easter Greeting	German Glory
Sue Jarrett	Ida Henley	Gardener's Joy
Earliana	Lucy Becker	Lavender Queen
Edith North	Swabian Maid	Pride of Quedlinburg
Orchid Edith North	Wurtembergia	Lavender Quedlinburg
Springtime	Beautiful	Mrs. Loyal

Size	Per Dozen	Per 100	Per 1000
<b>Rooted Cuttings</b>	<b>\$ .65</b>	<b>\$ 4.50</b>	<b>\$ 40.00</b>
2 inch	.90	6.00	55.00
3 inch	1.45	10.00	90.00
4 inch	2.50	17.00	160.00

Marie Vogel	Otokar Samohrd	Mrs. Mary Bard
Grossmama Fischer	Salmon Springtime	Giant Venus
Faiss' Triumph	May Queen	Glendale
Karminkoenigin	Chicago Market	San Diego
Mackensen	Diener's Giant	Vera N. Watt
Fruehlingszauber	Santa Monica	Mrs. F. Bachler
Neuheit C. Faiss	Ruth W. McAfee	
Onkel Richter	Beverly Hills	

Size	Per Dozen	Per 100	Per 1000
<b>Rooted Cuttings</b>	<b>\$ .90</b>	<b>\$ 6.00</b>	<b>\$ 55.00</b>
2 inch	1.20	8.00	75.00
3 inch	1.75	12.00	110.00
4 inch	3.00	19.00	180.00

Ruth Eleanor	Pink Gardener's Joy	Ethelyn	
Maid Marian	Bertha Wagner	Edith Cavell	
Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$1.35	\$ 9.00	\$ 85.00
2 inch	1.60	11.00	100.00
3 inch	2.25	15.00	135.00
4 inch	3.30	22.00	210.00

Flora Belle Clouse	Therese	Lois MacKay
Sunset Magazine	Elenore Rober	
Size	Each	Per Dozen
2 inch	\$ .40	\$ 3.50
3 inch	.45	4.25
4 inch	.60	5.50

For shipment in Neponset paper pots add: 2-inch, 35¢ per 100; 3-inch, 45¢ per 100; 4-inch, 70¢ per 100.

Six at dozen rate; 25 at 100 rate; 250 at 1000 rate.

No packing charge.

## TERMS

Five percent discount for cash with order; two percent, ten days; sixty days net.

Ordinarily we recommend shipment by express as it is safer—also cheaper except on light shipments. On small orders of rooted cuttings add enough to remittance to cover postage and any excess will be returned to you. Usually the five percent cash discount will pay for the postage. To the second, third and fourth zones, we will prepay all orders for \$3.00 or more for rooted cuttings instead of giving the cash discount.

**REFERENCE** — Orders from new customers without a credit rating must be accompanied by cash or satisfactory references in the trade with whom they have been doing business. At least 25 percent of the amount of the order must be enclosed in all C. O. D. orders.

**CERTIFICATE OF INSPECTION** — A certificate of inspection, issued by the Indiana State Entomologist, certifying stock to be free from injurious insects and diseases, is attached to every shipment. We are not in, or near, the Japanese Beetle zone.

**OUR GUARANTEE** — We endeavor to make every shipment satisfactory to our customers. Should any shipment not be as we represent, report to us at once. Also report promptly any damaged shipment to the express agent at destination so that he can examine shipment and verify claim. We recommend shipping 3-inch and 4-inch plants in bloom in paper pots.

**CULTURAL INFORMATION** — A printed cultural leaflet on the growing of pelargoniums will be sent with each order. See leaflet for instructions for gluing flowers to prevent shattering.

In the spring, putting three 3-inch plants in a 6-inch three-quarter pot will make a symmetrical plant. The same can be done with 2-inch and 4-inch sizes. This method will save express on larger plants.